

## ORDER



**Orders**  
**Order / Rev:** 67862  
**Alt Order #:** 9851074 /Brad  
**Product Desc:** DAVID FREED FOR AG  
**Estimate:** 400  
**Flight Dates:** 10/24/12 - 10/28/12  
**Original Date / Rev:** 10/23/12 / 10/24/12  
**Order Type:** GENERAL

**WHP-TV CBS21**

**Primary AE:** Millennium Washington DC  
**Sales Office:** MNAT  
**Sales Region:** National

**Agency**  
**Name:** Brabender Cox Mihalke  
**Buying Contact:**  
**Billing Contact:**  
 1218 Grandview Avenue  
 Pittsburgh, PA 15211

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Freed/R/Attorney General  
**Demographic:** A35+  
**Product Codes:** State Attorney General  
**Priority:** P-2  
**Revenue Codes:** AGY, POL-CAND, GEN

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

| Start Date | End Date | # Spots | Gross Amount | Net Amount  |
|------------|----------|---------|--------------|-------------|
| 10/01/12   | 10/28/12 | 48      | \$32,375.00  | \$27,518.75 |

**Totals**

| Month         | # Spots   | Gross Amount       | Net Amount         | Rating      |
|---------------|-----------|--------------------|--------------------|-------------|
| October 2012  | 48        | \$32,375.00        | \$27,518.75        | 0.00        |
| <b>Totals</b> | <b>48</b> | <b>\$32,375.00</b> | <b>\$27,518.75</b> | <b>0.00</b> |

**Account Executives**

| Account Executive        | Sales Office | Sales Region | Start Date / End Date         | Order % |
|--------------------------|--------------|--------------|-------------------------------|---------|
| Millennium Washington DC |              |              | Start Of Order - End Of Order | 100%    |

**Order Share**

|              | Share | Total        |
|--------------|-------|--------------|
| WHP-TV CBS21 | 22%   | \$32,375.00  |
| Market       | 100%  | \$147,159.09 |

**Competitive Share**

|       | Share | Total       |
|-------|-------|-------------|
| EHP   | 0%    | \$0.00      |
| UNKWN | 1%    | \$1,471.59  |
| WGAL  | 51%   | \$75,051.14 |
| WHTM  | 17%   | \$25,017.05 |
| WLYH  | 1%    | \$1,471.59  |
| WPMT  | 8%    | \$11,772.73 |

| Ln  | Ch  | Start    | End      | Inventory Code                        | Break | Start/End Time                       | Days    | Len | Spots | Rate     | Pri | Rtg  | Type | Spots | Amount   |
|-----|-----|----------|----------|---------------------------------------|-------|--------------------------------------|---------|-----|-------|----------|-----|------|------|-------|----------|
| N 1 | WHP | 10/25/12 | 10/26/12 | M-F 6a-7a News<br>CBS 21 News at 6a   | CM    | 6:30 AM-7:00 AM<br>(6:30 AM-7:00 AM) | ---TF-- | :30 | 3     | \$120.00 | P-2 | 0.00 | NM   | 3     | \$360.00 |
| N 2 | WHP | 10/25/12 | 10/26/12 | CBS This Morning<br>CBS This Morning  | CM    | 7a-9a                                | ---TF-- | :30 | 3     | \$75.00  | P-2 | 0.00 | NM   | 3     | \$225.00 |
| N 3 | WHP | 10/25/12 | 10/26/12 | M-F 11a-12p<br>M-F 11a-12p            | CM    | 11a-12p                              | ---TF-- | :30 | 3     | \$325.00 | P-2 | 0.00 | NM   | 3     | \$975.00 |
| N 4 | WHP | 10/25/12 | 10/26/12 | M-F 5p-530p News<br>CBS 21 News at 5p | CM    | 5p-530p                              | ---TF-- | :30 | 3     | \$175.00 | P-2 | 0.00 | NM   | 3     | \$525.00 |
| N 5 | WHP | 10/25/12 | 10/26/12 | M-F 5p-530p News<br>CBS 21 News at 5p | CM    | 5p-530p                              | ---TF-- | :30 | 3     | \$175.00 | P-2 | 0.00 | NM   | 3     | \$525.00 |
| N 6 | WHP | 10/24/12 | 10/26/12 |                                       | CM    | 6p-630p                              | --WTF-- | :30 | 3     | \$200.00 | P-2 | 0.00 | NM   | 3     | \$600.00 |

